

Rep Order# 6861351 Ver# 1 Status New
EC'd No

Traffic Order#

212867

Printed: 10/05/2012 9:10 AM
Last Received: 10/05/2012 9:08 AM
Showing Buylines: All Lines

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser () DETROIT INTL BRIDGE
Product order
Estimate# C08B
Buyer Julie Keane
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/C08B
Flight Dates 10/08/2012 - 10/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMERON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW ORDER
TOTAL = \$2600
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	6A-7A	NEWS 6A	:30	\$100.00	10/08-10/08	2	1	2	\$200.00	
	2	TU	6A-7A	NEWS 6A	:30	\$100.00	10/09-10/09	2	1	2	\$200.00	
	3	W	6A-7A	NEWS 6A	:30	\$100.00	10/10-10/10	2	1	2	\$200.00	
	4	TH	6A-7A	NEWS 6A	:30	\$100.00	10/11-10/11	2	1	2	\$200.00	
	5	F	6A-7A	NEWS 6A	:30	\$100.00	10/12-10/12	2	1	2	\$200.00	
	6	M	7A-9A	GMA	:30	\$100.00	10/08-10/08	2	1	2	\$200.00	
	7	TU	7A-9A	GMA	:30	\$100.00	10/09-10/09	2	1	2	\$200.00	
	8	W	7A-9A	GMA	:30	\$100.00	10/10-10/10	2	1	2	\$200.00	

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	9	TH	7A-9A	GMA	:30	\$100.00	10/11-10/11	2	1	2	\$200.00	
	Rating: 1.1											
	10	F	7A-9A	GMA	:30	\$100.00	10/12-10/12	2	1	2	\$200.00	
	Rating: 1.1											
	11	SA	8A-9A	GMA SAT	:30	\$100.00	10/13-10/13	2	1	2	\$200.00	
	Rating: 0.9											
	12	SU	8A-9A	GMA SUN	:30	\$100.00	10/14-10/14	2	1	2	\$200.00	
	Rating: 0.9											
	13	SU	6P-630P	NEWS SUN 6P	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
	Rating: 1.5											

---REPORT TOTALS---

Report Totals: 25 / \$2,600.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$2,600.00
Sales Totals: 25 / \$2,600.00
Station Totals: 25 / \$2,600.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,444	CATV 0%	WOOD 19%	WOTV 5%	WMMT 37%	WXMI 8%
		WXSP 0%	WZPX 0%	WZZM 28%		

Books null
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE